RAVI KUMAR VAKA

TECHNOLOGY PRODUCT & DIGITAL TRANSFORMATION LEADER
E-commerce & Digital Platforms | B2B SaaS | Product Strategy | Technical Program Delivery

Hyderabad, India | vakaravi@gmail.com | +91-8008937004 | linkedin.com/in/rvaka

PROFESSIONAL SUMMARY

Technology and product leader with 12+ years of experience across digital platforms, B2B SaaS, consumer businesses and omnichannel experiences. Leads products and transformation programmes from discovery through launch, adoption and growth—connecting customer journeys, business operations, APIs, CRM, automation and data. Delivered measurable outcomes including 40% fewer appointment no-shows across six rollouts, a B2B SaaS platform scaled to 40K users and $300K ARR, and consumer platform growth from 1 Cr to 6 Cr downloads. Experienced in cross-functional leadership, P&L; ownership, GTM, platform integrations and AI-assisted MVP delivery.

CORE CAPABILITIES

Product Strategy & Roadmaps • E-commerce & Omnichannel Journeys • B2B SaaS & Platform Products • Technical Program Management • Product Discovery & Requirements • API & Systems Integrations • CRM, Automation & Customer Experience • AI-enabled Product Workflows • Data, KPIs & Growth Analytics • Agile Delivery & Release Management • GTM, P&L; & Unit Economics • Stakeholder & Vendor Management

PROFESSIONAL EXPERIENCE

Co-founder | Product & Digital Transformation Lead

OneTeam Digital (OTD) | Hyderabad | Mar 2024 – Present

• **Xurely — Program Lead, Digital Transformation & Omnichannel Booking:** Led discovery-to-launch delivery of a digital appointment and patient engagement platform, aligning business stakeholders, operations, clinical teams and technology teams.

• **Platform & workflow delivery:** Coordinated omnichannel booking across websites, WhatsApp, chatbot and CRM; shaped a five-stage CRM workflow with lead scoring and automated reminders.

• **Adoption & outcomes:** Supported six hospital rollouts (Renova, KIMS Renova, Fernandez, Ankura, 9M Fertility and Star Hospitals); achieved 40% reduction in no-shows, 95% staff adoption and 98% patient satisfaction. Trained 50+ staff.

• **BrightDay Florals — Business Head, Operations, P&L; & GTM:** Own operating performance and go-to-market across three stores, website, WhatsApp and corporate accounts; lead supplier coordination, campaigns, hiring and training. Reported performance: 100% YoY sales growth, ■1.5 Cr projected revenue and 10% EBITDA.

Chief of Strategy

Way2News | Mar 2022 – Feb 2024

• **Growth strategy & platform scale:** Presented growth roadmaps to executive leadership and investors; contributed to securing a $16.75M Series-A investment from WestBridge Capital.

• **Cross-functional programme leadership:** Led cross-functional growth programmes and state-government data partnerships; helped scale downloads from 1 Cr to 6 Cr and DAU from 1M to 5M over 24 months.

Director, Product Strategy

PurpleTalk | Nov 2020 – Feb 2022

• **Omnichannel SaaS product delivery:** Led delivery of an omnichannel SaaS engagement platform, coordinating product and delivery priorities with CXO-level stakeholders at Nike and Puma.

Business Head, Growth & Customer Experience

Way2Online | Aug 2018 – Nov 2020

• **B2B SaaS growth:** Built go-to-market operations for Truepush from the ground up, scaling the B2B SaaS platform to 40K users and $300K ARR.

Head of Operations & Product Management

BakesNBloom | 2013 – 2018

• **Multi-location retail & digital commerce:** Opened six stores and established operating SOPs, KPIs and hiring processes; reduced store time to revenue-neutral from 90 to 45 days and secured ■1.5 Cr expansion funding.

• **Order fulfilment & marketplace channels:** Led an 18-member team fulfilling 10,000+ cake orders and launched three premium brands on Foodpanda, Swiggy and Zomato. Managed 100+ corporate clients; business achieved ■4.5 Cr revenue and 28% EBITDA.

Source-to-Pay Consultant, Shared Services

Genpact | Oct 2011 – Aug 2013

• **Enterprise process & systems transition:** Managed source-to-pay operations and SAP migration transitions; served as L1/L2 sourcing helpdesk single point of contact.

TECHNOLOGY & PRODUCT TOOLKIT

Product & delivery: Product roadmaps, discovery, PRDs/user stories, backlog prioritisation, Agile, JIRA, release coordination, change management

Digital platforms: E-commerce operations, omnichannel engagement, CRM workflows, customer journeys, SaaS platforms, marketplace channels

Technology & integrations: REST APIs, WhatsApp Business Cloud API, payment gateways, HIS/EHR integrations (HL7), SAP migration exposure

AI & analytics: Claude, Emergent, Lovable, prompt engineering, AI-assisted MVP workflows, Power BI, growth and operational KPIs

Business leadership: P&L;, GTM, unit economics, vendor management, stakeholder management, Six Sigma Green Belt

EDUCATION & CREDENTIALS

• Strategy and Leadership Program, IIM Lucknow (2020–2022)

• Executive Certificate in Business Administration, IIT Kanpur (2011–2012)

• B.Tech, Computer Engineering, JNTU Kakinada (2009)

• Six Sigma Green Belt | Google AdWords Fundamentals

Languages: English, Hindi, Telugu